

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

## MY TWO CENTS



Dear Readers,

Season's Greetings..!

It is said: "When you love someone, express it." Expressing your love and feelings for your loved one in the form of a gift is a valuable idea. This Valentine's Month Kalasha helps you to convey your heartfelt feelings to your loved ones. I wish everyone a very happy Valentine Month.

On this occasion, Kalasha came up with a breath taking collection which unfolds the beauty that is eternal, enchanting the celebration of pure love. It brings the perfect gift for your perfect someone.

Our beloved Director Shri Sreenivas Chanda and the staff had this wonderful opportunity to meet and interact with the students of Andhra Saraswati Balika Patashala at their Republic Day Celebrations. He had a splendid time watching the little kids perform their patriotic views and delivered a motivational speech for the young minds.

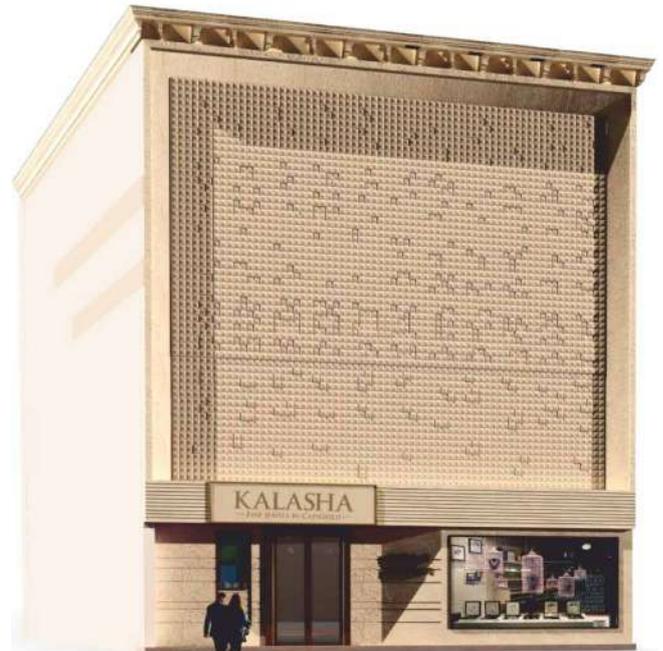
Kalasha launched the Royal Heritage Nizami Collection on 15th & 16th February, 2019 at Nikhil Sai International, Nizamabad. Kalasha presented its Nizami collection at the exhibition, Many renowned public figures and prominent guests among chief guest - Shri Bigala Ganesh Garu (MLA) Nizamabad (Urban) Constituency and guest of honour - Smt Sujatha Kaparathi (Corporator), Nizamabad, were present at unveiling of the extravagant exhibition. Tollywood Actress Jenny Honey, Actress Anya Kapse and top models unveiled the collection at the two-day exhibition.

Kalasha is coming up with Rarest Of the Rare colour diamond rings & Exquisite bridal collection coming month, get excited about it. Stay tuned to Kalasha.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to [abhishek@capsgold.com](mailto:abhishek@capsgold.com)

**Abhishek Chanda**  
Director  
Kalasha Fine Jewels



Republic Day 2019 Celebrations @  
Andhra Saraswati Balika Patashala



Royal Heritage Nizami Collection launch  
@ Nizamabad Exhibition



## THE BYGONE ERA

# KAMAR PATTA JARAVI BARAI SARI

A belt (kammar patta) in the form of pierced square hinged panels alternating floral and foliage designs with foiled table-cut diamonds kundan-set in gold. The reverse of the belt is in sheet gold, finely etched with flower and leaf motifs.

The belt is made up of 306 diamonds totally weighing about 430 carats. Stones of various shapes and sizes have been painstakingly selected and juxtaposed to ensure that no variations in design occur in the 13 square panels. The ability to do this is a hallmark of the virtuosity of the Indian craftsman. His skills in this area were well honed over centuries of assembling such stones into superb ornaments.

Ancient Indian texts on gemmology, such as Buddhabhata's Ratnapariksha and Varamihira's Brihatsamhita, specifically state that the diamond should be retained in its natural octahedral form. As a consequence, although ancient Indian lapidaryists were well versed in cutting diamonds they rarely reduced the weight of a stone by cutting or faceting. They usually restricted themselves to hiding flaws by placing facets on the surface of the rough gem.



### KAMAR PATTA JARAVI, NOW @ KALASHA

Weight: 230 Gms

Price: 10 Lakhs

Parabs or flat diamonds were therefore quite acceptable and were accorded the same regard as large stones and used in very much the same manner. To give them dimension and the lustre they otherwise lacked, they were invariably foiled. The fact that flat diamonds were so liberally used in imperial jewels is indicative of the esteem in which they were held. Diamonds were so highly valued that even the tiniest slivers were incorporated into the design.

Waist belts such as these are common in south India and the design, workmanship and the finely etched patterns on the reverse combine to indicate a Deccani origin. This piece was perhaps once worn by one of the zenana ladies.



### KAMAR PATTA JARAVI BARAI SARI

Gold set with diamonds ; Deccan Origin

Late 18th century

In 1884, the Nizam was formally installed as the ruler of the deccan and the belt was perhaps specially commissioned for the occasion. The origin of the gems that have been brought together in this jewel is indisputably the diamond fields of Golconda. The mines, reputed to have pumped more than 12,000,000 carats of diamonds into the world, had been reduced to a trickle by the time Mahboob Ali Pasha ascended the throne of Hyderabad. But by this time, in the late 19th century, the Hyderabad treasury was already stocked with an unrivalled collection of Golconda gems. The stones have been carefully selected and matched for colour, size and quality as the design dictated.

It belongs to the First Schedule, Part1, of the Supplemental jewellery Trust.

Keeping this precious and timeless piece of art in mind, Kalasha Fine Jewels developed yet another masterpiece of its own drawing inspirations from it. A gorgeous and ornate piece, this bridal waist belt handcrafted in a traditional design in 22K yellow gold ,has a central goddess Lakshmi pendant which is surrounded with hailing elephants.The sheer intricacies of design and flawless craftsmanship make this waist belt handcrafted using the ancient nakkasi technique special.

It weighs a staggering 230grams. The design and the combination of coloured stones in this hip ornament imply that it is indeed a sign of Lakshmi entering one's home bringing wealth and prosperity with it. The lavish belt made in entire nakkasi work was an extraordinary challenge that took months to complete and is indisputably one of Kalasha's best pieces known.



## JEWELRY TRENDS

### LET IT SHOW: HOW TO MAKE A STATEMENT THIS SEASON WITH THE LATEST JEWELLERY TRENDS

WHETHER YOU PREFER TO THROW ON A STATEMENT OR LAYER YOUR FAVOURITE PIECES, WE'VE BROKEN DOWN 2019'S BIGGEST JEWELLERY TRENDS. GET READY TO REFRESH YOUR VIBE AND UPGRADE YOUR LOOK IN 2019.



#### CHAND BALIS

The design is modified to suit the taste and demand of modern women. It got its name from its shape which is like a moon. Moon-shaped chand balis are very much in fashion. Just a pair of big chand balis is enough to make you glitter in your reception or engagement. It goes well with every traditional Indian attire be it sarees, lehengas or salwar suits.



#### BRIDAL CHOKER

The Green! The Pink! The Awe Inspiring! Yes.... This is an inspiring bridal choker. From contemporary to classic, from traditional to fashionable all under one roof. The most blessed jewelry of the year. For all brides be a Punjabi, or be a Gujarati a perfect match. The royal look and trendy design would surprise everyone.



#### BIG MAANG-TIKKAS

The maang- tikka or chutki isn't just a sweet jewellery piece that the bride wore demurely. Today, brides don't mind wearing it bigger, louder and in more elaborate designs. Hair jewellery with floral designs seem to be the favourite. We suggest keeping your makeup simple if you opt for such this 2019 Indian jewellery piece.



## POINT OF VIEW

### CLIENT TESTIMONIAL



Dr. Kalpana

I just wanted to say WOW and thank-you to everyone involved in making my necklace. The team at your store were extremely helpful and made everything go smoothly. I must say my necklace was gorgeous. I cannot stop looking at how absolutely beautiful it is. I have had so many compliments on the necklace already and have only had it for a few weeks. The product uniqueness of your merchandise cannot be beat! I would recommend you to anybody for their jewellery purchase and my husband already plans to buy future gifts from you. Thank-You, Thank-You, Thank-You to all of you! God Bless you!

### CELEBRITIES



Jenny Honey  
(Actress)



Varshini Sounderajan  
(Actress)



## CURRENT OFFERINGS



### UNFOLD THE BEAUTY THAT'S ETERNAL

Kalasha Fine Jewels adds a Breath-taking collection just like Taj Inspired from the beautiful motifs of Taj Mahal, these earrings evoke architectural beauty in jewellery-making.

The exclusive valentine collection at Kalasha helps you to express your undying love for your loved ones. It brings the perfect gift for your perfect someone.

1. Heritage jewellery-inspired by royalty
2. Diamonds - A woman's best friends
3. Mango Mala- Reflects South Indian tradition
4. Nakshi & Temple Collection- For divine and exquisite look
5. Polki - The royal look of Rajkumaris
6. Guttapusalaharam - Trendy choice to look graceful and trendy
7. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
8. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an eye-catching work of art!



## WORDS OF THE WISE

### #GIRANDOLE

Chandelier earrings that feature three distinct dangling parts.

### #FREEFORM JEWELRY

A genre or design in which pieces are unique or follow no other genre. This is a growing style as more and more people are making their own jewelry.

## KALASHA

FINE JEWELS



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JEWELLERY CERTIFIED BY:



Best Store Of The Year 2017  
By UBM



The Best Heritage Bridal Jewellery  
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Temple Jewellery of the Year  
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